

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Frank Addante
Serial No. : 09/757,389
Filed : January 8, 2001

Art Unit : 3682
Examiner : Arthur D. Duran
Conf. No. : 6110

Title : SYSTEM AND METHOD FOR REPORTING WEBSITE ACTIVITY BASED
ON INFERRED ATTRIBUTION METHODOLOGY

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JUNE 14, 2011

Please amend the above-identified application as follows: